

**ORDER**

KSNV

**Orders**

Order / Rev: 104472  
 Alt Order #: 06833667  
 Product Desc: HOUSE MAJORITY PAC  
 Estimate: 1428  
 Flight Dates: 09/18/12 - 10/01/12  
 Original Date / Rev: 07/19/12 / 07/25/12  
 Order Type: GENERAL

Primary AE: Amy McCreary  
 Sales Office: BLPHI  
 Sales Region: National

**Agency**

Name: Waterfront Strategies  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
1010 Wisconsin Ave.  
Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**

Name: House Majority PAC - Revised  
 Demographic: A35+  
 Product Codes: PLI2  
 Priority: SELECT PRIORITY CODE  
 Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:15:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	101	\$65,525.00	\$55,696.25
10/01/12	10/01/12	12	\$10,375.00	\$8,818.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	101	\$65,525.00	\$55,696.25	0.00
October 2012	12	\$10,375.00	\$8,818.75	0.00
<b>Totals</b>	<b>113</b>	<b>\$75,900.00</b>	<b>\$64,515.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	31%	\$75,900.00
Market	100%	\$244,838.71

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$63,658.06
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$39,174.19
KTUD	1%	\$2,448.39
KVVU	18%	\$44,070.97
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$19,587.10

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	10/01/12	Wake Up Early w/ Wagner	GM	430a-5a	MTWT--S	:30	2	\$200.00	1	0.00	NM	4	\$800.00
Wake Up Early Wagners															
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

Order / Rev: 104472  
 Alt Order #: 06833667  
 Flight Dates: 09/18/12 - 10/01/12

Advertiser: House Majority PAC  
 Product Desc: HOUSE MAJORITY PAC  
 Estimate: 1428  
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	10/01/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	MTWT--S	:30	2	\$200.00	1	0.00	NM	4	\$800.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWT--S			2			\$200.00		0.00			
Week:		09/25/12	10/01/12	MTWT--S			2			\$200.00		0.00			
E 2	KSNV	09/18/12	10/01/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	4	\$400.00	1	0.00	NM	8	\$3,200.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--			4			\$400.00		0.00			
Week:		09/25/12	10/01/12	MTWTF--			4			\$400.00		0.00			
E 3	KSNV	09/18/12	10/01/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	3	\$625.00	2	0.00	NM	6	\$3,750.00
WAKE UP WITH THE WAGNERS PLEASE AIR ALL SPOT PRIOR TO 10/1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--			3			\$625.00		0.00			
Week:		09/25/12	10/01/12	MTWTF--			3			\$625.00		0.00			
E 4	KSNV	09/18/12	10/01/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	3	\$900.00	1	0.00	NM	6	\$5,400.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--			3			\$900.00		0.00			
Week:		09/25/12	10/01/12	MTWTF--			3			\$900.00		0.00			
E 5	KSNV	09/22/12	09/29/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$375.00	1	0.00	NM	2	\$750.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-			1			\$375.00		0.00			
Week:		09/24/12	09/30/12	-----S-			1			\$375.00		0.00			
E 6	KSNV	09/22/12	09/29/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	2	\$1,250.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-			1			\$625.00		0.00			
Week:		09/24/12	09/30/12	-----S-			1			\$625.00		0.00			
E 7	KSNV	09/23/12	09/30/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	2	\$1,250.00
TODAY ON SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S			1			\$625.00		0.00			
Week:		09/24/12	09/30/12	-----S			1			\$625.00		0.00			
E 8	KSNV	09/18/12	10/01/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MTWTF--	:30	3	\$425.00	1	0.00	NM	6	\$2,550.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--			3			\$425.00		0.00			
Week:		09/25/12	10/01/12	MTWTF--			3			\$425.00		0.00			
E 9	KSNV	09/18/12	10/01/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MTWTF--	:30	3	\$325.00	1	0.00	NM	6	\$1,950.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--			3			\$325.00		0.00			
Week:		09/25/12	10/01/12	MTWTF--			3			\$325.00		0.00			
E 10	KSNV	09/18/12	10/01/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	3	\$325.00	1	0.00	NM	6	\$1,950.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--			3			\$325.00		0.00			
Week:		09/25/12	10/01/12	MTWTF--			3			\$325.00		0.00			
E 11	KSNV	09/18/12	10/01/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	3	\$425.00	1	0.00	NM	6	\$2,550.00

KSNV

Order / Rev: 104472  
 Alt Order #: 06833667  
 Flight Dates: 09/18/12 - 10/01/12

Advertiser: House Majority PAC  
 Product Desc: HOUSE MAJORITY PAC  
 Estimate: 1428

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	KSNV	09/18/12	10/01/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	3	\$1,000.00	1	0.00	NM	5	\$5,000.00
COMMENTS APPLY TO SUB LINES A THRU B JEOPARDY PLEASE PLACE ALL SPOTS PRIOR TO 10/1. <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 3 \$1,000.00 0.00 Week: 09/25/12 10/01/12 MTWTF-- 2 \$1,000.00 0.00															
E 22	KSNV	09/18/12	10/01/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	4	\$4,000.00
WHEEL OF FORTUNE PLEASE AIR ALL SPOTS PRIOR TO 10/1 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 2 \$1,000.00 0.00 Week: 09/25/12 10/01/12 MTWTF-- 2 \$1,000.00 0.00															
E 23	KSNV	09/22/12	09/29/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	\$525.00	1	0.00	NM	2	\$1,050.00
JEOPARDY/ WHEEL OF FORTUNE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----S- 1 \$525.00 0.00 Week: 09/24/12 09/30/12 -----S- 1 \$525.00 0.00															
E 24	KSNV	09/24/12	10/01/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	2	\$8,000.00
THE VOICE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 M----- 1 \$4,000.00 0.00 Week: 10/01/12 10/07/12 M----- 1 \$4,000.00 0.00															
E 25	KSNV	09/23/12	09/30/12	Jeopardy in PRIME Jeopardy in Prime	CM	SU 930-10p	-----S	:30	1	\$1,200.00	1	0.00	NM	2	\$2,400.00
TBD <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----S 1 \$1,200.00 0.00 Week: 09/24/12 09/30/12 -----S 1 \$1,200.00 0.00															
E 26	KSNV	09/23/12	09/30/12	LAW & ORDER (synd) PRIME Law & Order (synd) PRIME	CM	SU 10-11p	-----S	:30	1	\$1,200.00	1	0.00	NM	2	\$2,400.00
LAW & ORDER <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----S 1 \$1,200.00 0.00 Week: 09/24/12 09/30/12 -----S 1 \$1,200.00 0.00															
E 27	KSNV	09/18/12	10/01/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	1	\$1,200.00	1	0.00	NM	2	\$2,400.00
NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 1 \$1,200.00 0.00 Week: 09/25/12 10/01/12 MTWTF-- 1 \$1,200.00 0.00															
E 28	KSNV	09/22/12	09/29/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	2	\$2,200.00
NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----S- 1 \$1,100.00 0.00 Week: 09/24/12 09/30/12 -----S- 1 \$1,100.00 0.00															
E 29	KSNV	09/18/12	10/01/12	The Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	1	\$500.00	1	0.00	NM	2	\$1,000.00
TONIGHT SHOW W/ JAY LENO <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 1 \$500.00 0.00 Week: 09/25/12 10/01/12 MTWTF-- 1 \$500.00 0.00															
													Totals	113	\$75,900.00